Marketing presentation

By
name

Presentation of our Enterprise

OUR LOGO

INFORMATION AND OBJECTIVES OF OUR ENTERPISE

- I am in a partnership with name
- Our enterprise's name is ***Fairy Combo.***
- We will sell a beauty combo which contain a bracelet, a scrunchies and a facemask in a packaging made of cardboard.
- The objectives of our business is to make profit and we want to continue our business activity after the enterprise day.

Business synopsis

We will sell a combo which contain the following things:

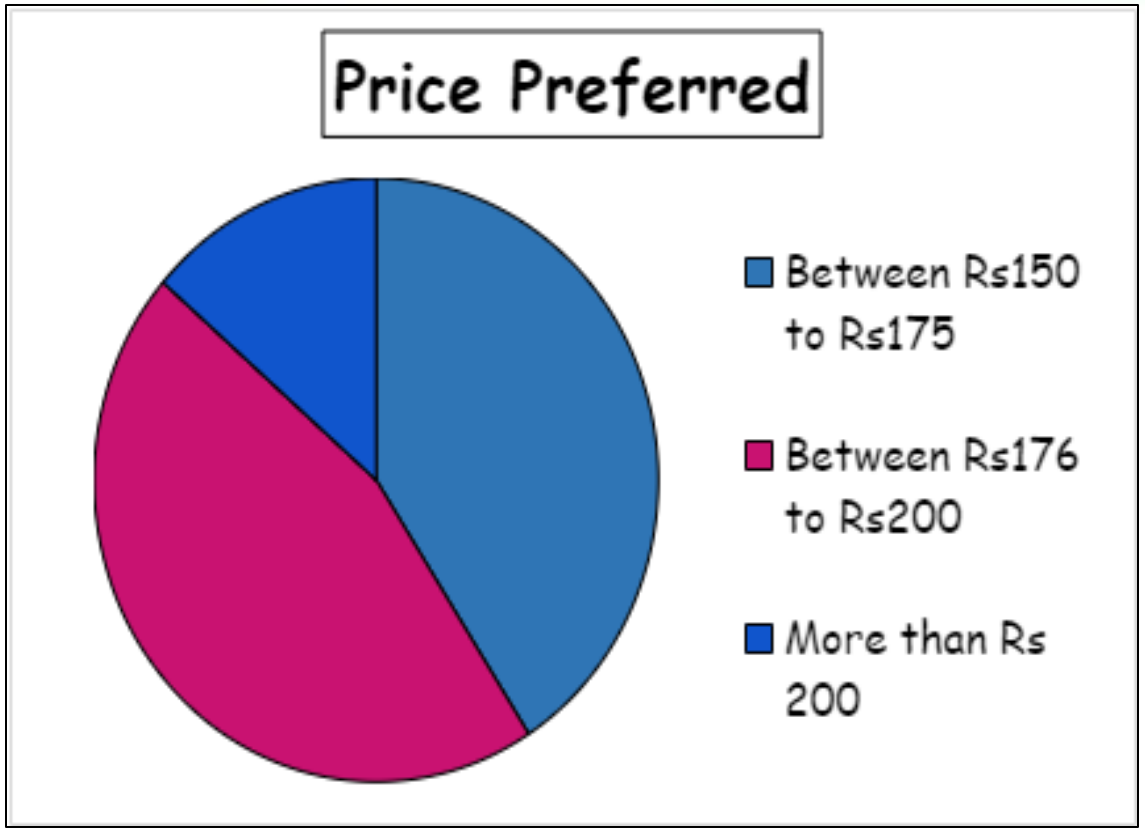
- *Scrunchies*

- *Bracelets*

- *Facemasks*

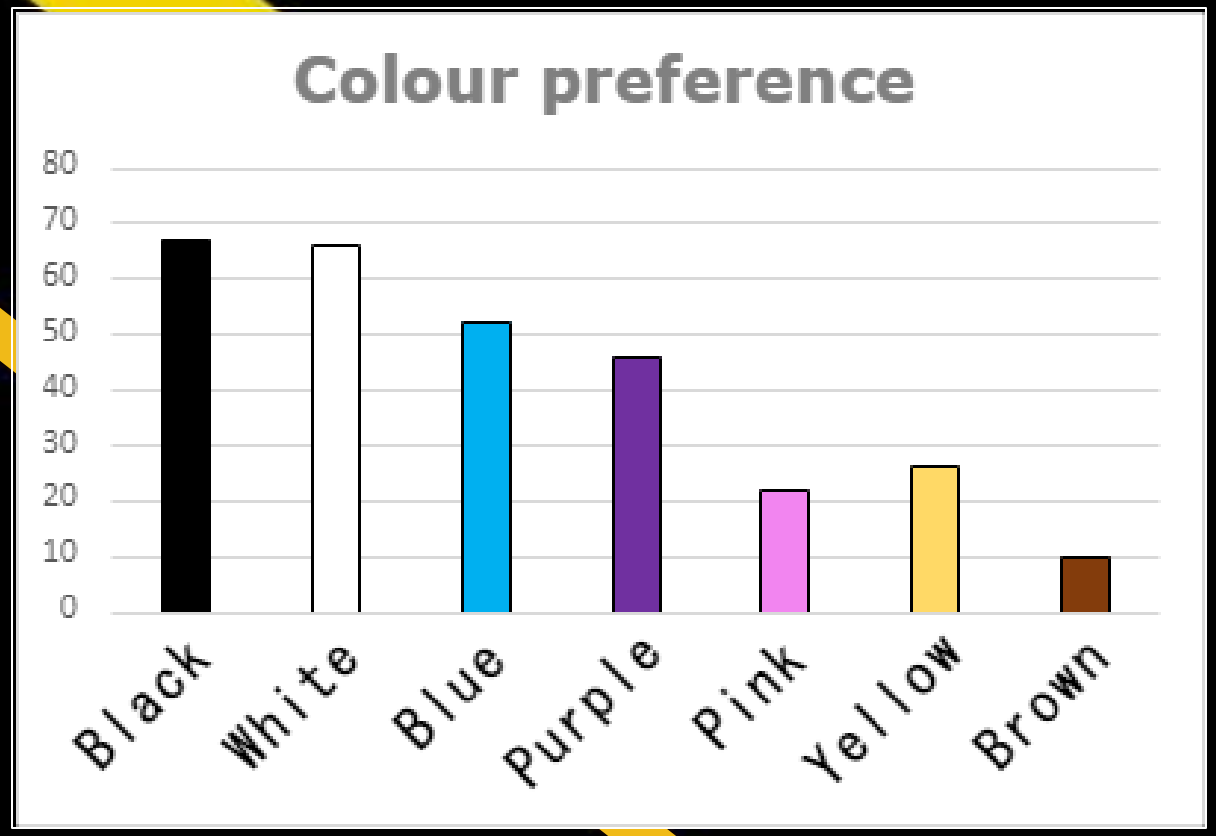
- *The combo (final product):*

Decision about selecting the products



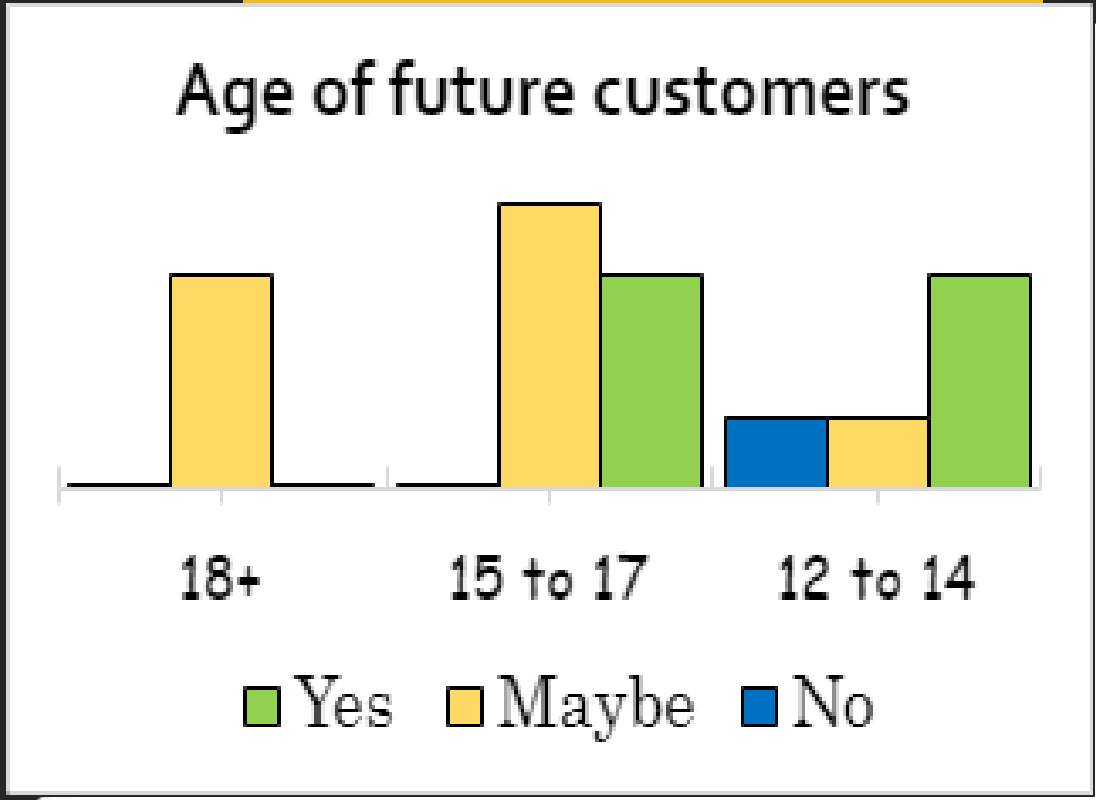
We have taken into consideration the amount customers want to pay for our product and we have modified our product to suit this amount.

Decision about selecting the products



We have based ourselves on the colour preferences of our future customers to buy our raw materials. This will allow us to attract more customers

Decision about selecting the products



We have ensure that our product is appropriate for the age range of customers who are willing to purchase it. Thus, this will augment the number of customers willing to buy our products.

Points to considered while choosing a marketing method

- We must know our targeted customers:

Our targeted customers are adolescent of our school

- We must take into account our budget for marketing the product

Our budget is around Rs 350

- We must analyse our competitors

Knowing what our competitors are doing will make us produce something unique to market our product

Marketing method (1)

Email

➢Advantages

¬No money required

¬Can share to many people at once

¬It is a time saving method

➢ Disadvantages

¬Email may be consider as spam by the recipients

¬We do not have the email of all students

¬It may not be adapted for our target customers

Marketing Method (2)

Social Media

➢ Advantages

¬It is adapted for our target customers

¬We have the appropriate skills to create and manage a social media

¬It will enable us to interact with clients and market our product

➢ Disadvantages

¬Negative comments can tarnish the enterprise's reputation

¬Take a lot of time and effort to manage the social media

¬This method may not be effective for a new business

Marketing method (3)

Posters

➢Advantages

¬It is adapted for our target customers

¬Can attract a large number of customers

¬Easy and quick to produce

➢ Disadvantages

¬The posters' design have a big impact on its visibility

¬It contain a limited amount of information

¬Once printed, it cannot be edited

Marketing Method (4)

Leaflets

➢ Advantages

¬Adapted for our target customers

¬Can contain a lot of information

¬Can be distribute to many people

➢ Disadvantages

¬It takes a lot of time to distribute

¬It is an expensive method of marketing

¬People may throw it away without reading it which will make the marketing ineffective

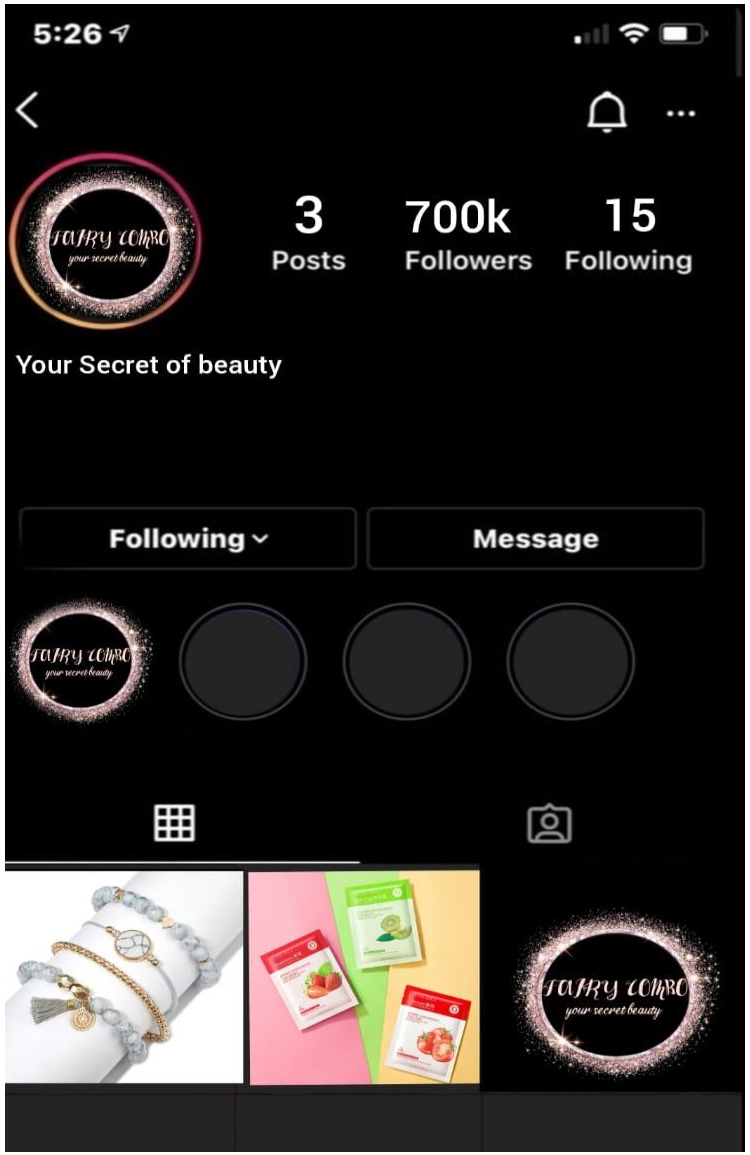
Chosen methods and reasons

- We have choose ***Poster*** and ***Social Media*** as our method of marketing due to our budget and our target customers

- To overcome the difficulty to get followers on social media, we have decided to organise a lucky draw and one of our followers will get the chance to get a special combo

Our poster

Our social media website



We are on instagram! Do not hesitate to come take a look and to follow us!

Fairycombo

Thank you for your attention!

Don't forget to follow us on instagram 😉

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